

# CURIO CATALOG

No. 89



Send All Orders to

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**KING NOVELTY COMPANY**

2451 S. Michigan Ave. Chicago 16, Ill., U. S. A.





# ALL PURPOSE BLACK CAT *Brand* CANDLES

## CANDLES

have been used in Mysterious Voo-Do Practices for various purposes. One Book mentions the **NEW ORLEANS SPELL**, which was worked by **Four Nickels** arranged in the form of a Cross with a **Candle** at the Head and Foot. It also mentions that **CANDLES** are regarded as a **Protection AGAINST SPELLS**. Another Author tells us **CANDLES** have been used, such as: **GREEN CANDLES** to break up Love Affairs; **RED or PINK CANDLES** to make a Man Come Home; **RED** for Victory; **BLUE CANDLES** for Love; **YELLOW** for Money; **WHITE** for peace and to Uncross; **BLACK CANDLES** for Invoking Spirits. We make no claims that these **BLACK CAT** candles should be **Burned for LUCK or LOVE** or for any supposed Supernatural Powers and do not sell for this purpose.

ORDER COLORS YOU WANT.

**RED—YELLOW—GREEN—BLUE—BLACK  
—ORANGE—WHITE—PINK.**

DOZEN  
IN BOX

No. A-311-B

**\$1.00**

FOR  
12 CANDLES

3 Boxes  
\$2.75  
6 Boxes  
\$5.00



**HOW TO ORDER** Just write Catalog Number, How Many, and Price. No Need to write a long letter. The company pays postage when you send full amount of money with order. If you want your order C.O.D. you pay Postman Amount of order plus few cents postage when he delivers your package. On C.O.D. orders for over \$3.00 send 50c deposit. Write your name and address plainly.

# FREE DREAM BOOK

OF ANY EXTRA COST

WITH

**\$1.00** ORDER  
from this CATALOG

MAIL  
COUPON  
WITH  
YOUR  
ORDER  
NOW

## CONTENTS OF THIS BOOK

Dreams and their Interpretations • Number Combinations that Apply to Dreams, Gigs, Saddles, and Horses • Beauty Hints and Secrets • Household Hints • How to Get and Hold your Job • Grey Hair Treatment • How to Get and Hold your Loved one • Sweet Georgia Brown Beauty Hints and Secrets • Care of the Skin • Care of the Hair.

These Dreams are taken from mythology and there is no factual evidence that the dreams are founded on truth or that the Numbers in this book are lucky or have any value.

This Wonderful Dream Book sent FREE of extra cost to all customers who clip COUPON below and send COUPON with their orders.



**HURRY** ORDER TODAY  
TAKE ADVANTAGE  
OF THIS LIBERAL OFFER

CUT OUT ON DOTTED LINE AND MAIL WITH YOUR ORDER

MAIL WITH \$1.00 ORDER MAIL WITH \$2.00 ORDER MAIL WITH \$3.00 ORDER



THIS  
COUPON  
GOOD  
FOR  
1  
DREAM  
BOOK



THIS  
COUPON  
GOOD  
FOR 1  
DREAM  
BOOK  
AND  
1 50c

VIAL OF JICKEY OIL



THIS  
COUPON  
GOOD  
FOR 1  
DREAM  
BOOK  
AND  
\$1.00  
CAN

LUCKY CAT INCENSE

WHEN SENT WITH  
\$1.00 ORDER

WHEN SENT WITH  
\$2.00 ORDER

WHEN SENT WITH  
\$3.00 ORDER



# BLACK CAT Candles



**CANDLES** have been used in Mysterious **Voo-Doo** Practices for various purposes. One Book mentions the **NEW ORLEANS SPELL**, which was worked by **Four Nickels** arranged in the form of a Cross with a **Candle** at the Head and Foot. It also mentions that **CANDLES** are regarded as a **Protection AGAINST SPELLS**. Another Author tells us **CANDLES** have been used, such as: **GREEN CANDLES** to break up Love Affairs; **RED or PINK CANDLES** to make a Man Come Home; **RED** for Victory; **BLUE CANDLES** for Love; **YELLOW** for Money; **WHITE** for peace and to Uncover; **BLACK CANDLES** for Invoking Spirits. We make no claims that these **BLACK CAT** candles should be **Burned for LUCK or LOVE** or for any supposed Supernatural Powers and do not sell for this purpose.

ORDER COLORS YOU WANT

**RED—YELLOW—GREEN—BLUE  
—BLACK—ORANGE—WHITE—  
PINK**

Dozen Candles in Box **\$1.00**  
Order By No. A-311-B.....

3 Boxes \$2.75 ... 6 Boxes \$5.00

## SUCCESS Brand CANDLES

**1 DOZ. IN BOX  
COLORS TO  
CHOOSE FROM**

**RED**..... No. A-301  
**YELLOW**... No. A-302  
**BLUE**..... No. A-303  
**BLACK**.... No. A-304  
**WHITE**... No. A-305  
**GREEN**... No. A-306

One Dozen  
in Box **\$1.00**  
Price Only

3 Doz. \$2.50;  
5 Doz. \$4.00

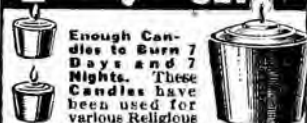
## RELIGIOUS CANDLES

Choose your own  
PATRON SAINT'S picture



**All Candles—  
5 1/2 Inches Long**  
No. A-310 —St. Anthony with Child, Ea. 35c  
No. A-310A—St. Joseph with Child, Ea. 35c  
No. A-310B—Our Lady of Mt. Carmel, Ea. 35c  
No. A-310C—St. Theresa, Each 35c  
No. A-310D—Sacred Heart of Jesus, Ea. 35c  
No. A-310E—Our Lady of Perpetual Health, Each 35c

## 7 Day CANDLE SET



Enough Candles to Burn 7 Days and 7 Nights. These Candles have been used for various Religious Purposes. In some homes candles are constantly kept burning in Religious Devotion. Order your One Week's Supply. Ruby Glass for holding Candle **FREE** of extra cost.

No. A-308—Only **\$1.25**

1 Doz. Candles in Ruby Glass

## Bayberry CANDLES



**LUCK in the House, Food to the Larder; And Gold to the Pocket."**

We make no claims that **BAYBERRY CANDLES** bring you **WEALTH, LUCK, or HAPPINESS**. Sold only as Very Fine-Quality Candles. Two Green color, Sweet Smelling **BAYBERRY Candles** are packed in a Pretty Box.

No. A-314—Price for Two in Box... **35c**

## The MASTERBOOK of CANDLE BURNING



The author gives a list of conditions for which candles may be burned as follows: To Obtain Money; To Win Love; To conquer fear; To break up a Love Affair; To Change one's Luck; We assume no responsibility for claims or statements made by the author and sell only as an interesting book.

No. B-712  
Price..... **\$1.00**

Send All Orders to—**KING NOVELTY COMPANY, 2451 S. Michigan Ave., Chicago 16, ILL, U. S. A.**



# LODESTONES *in Colors*

*Something* **NEW**

**60¢ EACH**

**OR ANY THREE  
COLORS**

for **\$1.50**

*Specially*  
**SELECTED**



The Ancient Romans believed that the **LODESTONE** kept husband and wife faithful and their Love secure. **Hoo-Do** Men made **Conjure Bags** in which they placed **Lodestones** for purposes of driving away Evil Spirits, Drawing Folks to you, or so called Good-Bye Enemy Tricks, and general Good Luck. Many people like to carry a **LODESTONE** and believe that this will bring Good Luck in Gambling, Number Games of Chance, and Love Affairs. We do not sell this **LODESTONE** for any of these purposes, and make no claims that it is Lucky or that it will drive away Evil Spirits, but sell only as a Curio. We have specially prepared **LODESTONE** in different colors and you may now order the colors you wish.



**Gold Silver**  
**White Black**  
**Red Blue**  
**Green**

Order by No. A-601 **60c**

Price each.....

3 Colors for.....**\$1.50**

All 7 for.....**\$3.00**

Order by No. A-601

**60c each**

Any 3 for **\$1.50**

**SAVE MONEY—ORDER  
ALL 7 ILLUSTRATED  
ON THIS PAGE**

7 for only **\$3.00**



**Order Your  
LODESTONES  
NOW**

**State Colors  
that you want**

Send All Orders to—**KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U. S. A.**



**MO-JO  
BRAND**

# ROOTS

HIGHEST QUALITY



## SOUTHERN JOHN THE CONQUEROR ROOT

This Root has been known to the so-called Two-Headed Doctor as a **ROOT for WINNING**. One book states that it has been soaked in Whiskey to make a mixture that helps you Win. This same book tells us that **JOHN THE CONQUEROR** was used with Fig Leaves to help rent a Home. Even though it is true that **JOHN THE CONQUEROR** has been used by some people to bring **GOOD LUCK** in Love and in Money, we make no claims to this effect and sell it only as a Curio or curiosity.

Order by No. A-215 **50c**  
Price per Box .....

**50c  
EACH**

**ANY 3 for  
\$1.00**

## DEVIL'S SHOE STRINGS

A certain book on Folklore gives the following belief regarding the **DEVIL'S SHOE STRING**. "Cut Root into small pieces. Put camphor or Whiskey on it. Rub on your hands—Dress inside of hands with it and grab your enemy by the arm when he comes for you. Carry a bit in your pocket. No snake will bite you. Use it for a **GAMBLING HAND**." We, of course, make no claims to this effect. We have only mentioned some superstitions and sell it only as a Curio.



**50c**

No. A-220 **50c**  
Price per Box .....

3 Boxes Only **\$1.00**  
Or Order All 3 Roots on this page for **\$1.00**



**PAIR  
50c**

## ADAM & EVE ROOTS

**TWO ROOTS** One book that tells about Folk Beliefs mentions that the **ADAM AND EVE ROOT** is one of the familiar **ROOTS** in the Medicine Case. From reading this book, we believe that Roots like **ADAM AND EVE** were carried around on the person for the purpose of Bringing **GOOD LUCK**, for making **Conjure Hands**, Driving Away **EVIL** and to help people **WIN** in **LOVE** and **MONEY**. We make no claims that this **ADAM AND EVE ROOT** will bring **GOOD LUCK** or have any value as a general all around **Luck Bringer**. If it does, it may only be a coincidence. We sell only as a Curio or Curiosity.

Order by No. A-211 Price per Box. **50c**  
**3 BOXES for \$1.00**

Or Order All 3 Roots on This Page for **\$1.00**

**HOW TO ORDER** Just write Catalog Number, How Many, and Price. No Need to write a long letter. The company pays postage when you send full amount of money with order. If you want your order **C.O.D.** you pay Postman Amount of order plus few cents postage when he delivers your package. On **C.O.D.** orders for over **\$3.00** send **50c** deposit. Write your name and address plainly.



# ROOTS

## HIGHEST QUALITY

**MO-JO  
BRAND**

### SALEP ROOT LOOKS LIKE A HAND

This **ROOT** resembles a **HUMAN HAND** and it may be for that reason it has been esteemed by some people as a **LUCK ROOT**. It may be that its **HAND** shaped appearance has the effect of making some people believe that carrying such a **ROOT** would be a great **HELPING HAND** towards **LUCK** and a **Help to Winning Success**. We make no claims to this effect and do not sell for the purpose of **Bringing Good Luck and Winnings**, and make no claims that it's a **Helping Hand** towards **LUCK**, and sell only as a **Curio**. Can supply only while stock lasts.

Order by No. A-215

Price Each Only.....

**50c**

3 for \$1.00 or Order All  
3 **ROOTS** on This Page  
for \$1.00.

any 3  
for \$1.00



**50c**

### SAMPSON Snake ROOT

A Book on Folklore and Conjuraton tells us that the **SAMPSON SNAKE ROOT** was chewed to **Soften Hearts** and used in any **Hand or Trick**. From this we believe it was used in **Love Affairs** to bring **GOOD LUCK**. It was also steeped in a Tea for Medicinal purposes. We make no claims that this **Root** has any Medicinal or Supernatural Value such as **Softening Hearts**, or bringing **GOOD LUCK**, and sell only as a **Curio**. Comes packed in Box labeled **MO-JO Brand SAMPSON SNAKE ROOT**. Order a Box for 50c or you can Buy any 3 **ROOTS** on this Page for **Only \$1.00**.

Order by No. A-405 Price Only.....

**50c**

3 Boxes for \$1.00 or All 3 Roots on This Page \$1.00



PAIR 50c

**50c**

### FIVE FINGER GRASS

This plant has a leaf divided in **Five Segments**. We believe that this **ROOT** has been used by many people for **Hoodooing**, that is, for the purpose of **DRIVING OFF EVIL** and **Bringing GOOD LUCK** in **Money Matters** and **Love Affairs**. However, we do not claim that the **FIVE FINGER GRASS** will **Drive Away Evil** or **Bring Good Luck**, and sell only as a **Curio**.

Order by No. A-217

Price per Box.....  
3 Boxes Only \$1.00 or ALL 3 **ROOTS**  
On This Page  
for \$1.00

**50c**



**50c**

**BARGAIN OFFER** Buy 3 Roots for Price of Two. Order All 3 Roots, \$1.50 Value, for Only \$1.00. Just state Number of Roots and write "3 for \$1.00" when you order.





# HIGH JOHN The CONQUEROR ROOT

**BIG SELLER** To this root has been attributed more wonderful and lucky properties than we have ever heard of. Certain Voodoos claim that a person carrying a piece of this **HI-JOHN the CONQUEROR ROOT** will never be without money and be extremely lucky in games and successful in his undertakings. We make no representations to this effect but sell only as a Curio and we have known that many people have been very pleased with possessing a

**HI-JOHN the CONQUEROR ROOT.**

Price 50c or 3 Boxes for \$1.00 Order both Root and Lodestone for \$1.00 and get a vial Van Van Oil FREE of extra charge.

No. A-209 **50c**  
Only.....

3 for \$1.00

GET BOTH  
for \$1.00  
and FREE OF EXTRA COST  
VAN-VAN OIL

**GENUINE  
MAGNETIC**

# LODESTONE

The Ancient Romans believed that the **LODESTONE** kept husband and wife faithful and their Love secure.

Hoo-Doo Men made **Conjure Bags** in which they placed Lodestone, for **Hoodooing, Driving Away Evil Spirits, or so-called Good-Bye Enemy Tricks, Job Getting, and general Good Luck.** We have known many people who would not be without carrying a **LODESTONE.** We have found this especially true among folks that like to do Gambling, Play Horses, and Number Games of Chance, and who wish to win in Love Affairs. We make no claims to this effect and sell only as a Curio.

Order by No. A-208

Price Only..... **50c**

3 for \$1.00—1 Dozen \$3.00



**GET FREE** of extra cost VAN-VAN OIL. Order 1 HIGH JOHN THE CONQUEROR ROOT and 1 LODESTONE and get extra VAN-VAN OIL. Order By

No. A-209-209. Price for ALL THREE .....

**\$1.00**



# Special Offer

**\$5<sup>00</sup> VALUE**  
**for only \$2<sup>50</sup>** **PLUS 15¢ TAX**

**No. K-1**

**SAVE HALF**

**SAVE HALF**

All packed in beautiful box which contains the following:

- Lucky Mojo Incense..... 50c
- Alleged Good Luck Perfume..... 50c
- Van Van Oil..... 50c
- High John the Conqueror Root..... 50c
- Magnetic Lodestone..... 50c
- Little John to Chew..... 50c
- 5 Finger Grass..... 50c
- Devils Shoe String..... 50c
- Southern John the Conqueror Root..... 50c
- Lucky Sweetheart Sachet Powder..... 50c

**Total Value \$5.00**

**Send coupon today and pay only \$2.50 plus 15c tax.**



Do you like Incense, Roots, Lodestones and Sachet Powder? Many people have used Incense because they believe Incense brings **Good Luck**. Lodestones have been held in high regard by certain people as a powerful amulet and Good Luck Charm probably because the magnetic influence was supposed to **Attract Power**, favors, and gifts. Some roots such as High John the Conqueror, 5 Finger Grass, Devils Shoe-String have been considered **Lucky** and to help in love and bring success. We make no claims that Incense, Roots, Perfumes, Oils or Lodestones sold here will bring Luck or have any supernatural power. We sell only as very fine Incense, Sachet Powder, Perfume, Oil and Curies. You save Money if you use Coupon below to order.

**MAIL COUPON NOW  
SAVE HALF**

**MAIL COUPON**

**SEND NO MONEY MAIL THIS COUPON NOW**

**King Novelty Company  
2451 S. Michigan Ave., Chicago 16, Ill.**

No. K-1

Please send in plain wrapper your special offer No. K-1 consisting of all goods described above. Regular catalog value **\$5.00 All For Only \$2.50** plus 15c tax with the **COUPON**.

- ☐ Check here if you want **C.O.D.** and you pay postman \$2.65 plus postage charge.
- ☐ Check here if you are enclosing \$2.65 including tax and company pays postage.

**Name** .....

**Address** ..... **Box** ..... **R.F.D.** .....

**City** ..... **State** .....

**PAY POSTMAN WHEN HE DELIVERS**

# BOOKS on HERBS & ROOTS

## The MAGIC of HERBS



**Free**  
OF EXTRA COST TO YOU  
**JOHN THE CONQUEROR ROOT**

In this book you will find, many, many examples of strange customs and beliefs about Herbs. You'll read how many famous **Lovers of History** used certain methods to **WIN** and **HOLD** the **one they loved!** More than **50** different Herbs and Flowers are described and the traditional and legendary background of each explained. You'll learn of many Herbs made famous by man for **5000 years**; how they were used for many purposes including **Winning and holding love**, for health, for **gaining success**, for fruitful dreams, for getting rid of **evil influences**, for keeping a happy home, for prosperity, for **casting spells**, as well as how they were made into brews, love potions or carried as amulets.

## DO YOU KNOW THE ANSWERS?

\* How Aristotle made "The True Love Powder"?  
\* What plant was used as a charm against witchcraft?  
\* How witches used to "Cast a Spell"?  
\* What leaves when eaten together by man and woman could cause love between them?  
\* What leaf is considered a Talisman of Good Luck in England?  
\* What Herb the Hindus and Sicilians used to bring back a wandering lover?  
\* What plant was placed in the bedroom to protect the sleeper from all evil?  
\* What root was carved into idols which were sold as charms against evil for \$57.50 to \$59.90?  
\* What plant was called "Lucky Hands"?  
We assume no responsibility for claims or statements made by the author. If you are interested in this work entitled the **MAGIC OF HERBS** order your copy NOW.

**JOHN THE CONQUEROR ROOT**, value 50c, given **FREE** of extra cost when ordered by number given below.

Order by No. B-718A **\$1.00**  
Price Only

## LEGENDS or INCENSE

HERB

& OIL

MAGIC

PRICE

\$1.00



**Free**  
OF ANY EXTRA COST  
**VAN-VAN INCENSE**



**Here At Last Is That AMAZING BOOK You Have Been Looking For!**

## What the Book Purports to Tell About

How to use Roots, Herbs, Barks, Berries, and Seeds according to ancient Legends. How to use Anointing Oils—How to Dress a Candle with Oil—How certain oils have been used such as **Magnet Oil**—**Commanding Oil**—**Lover's Oil**—**Attraction Oil**—**High John Conqueror Oil**—**Spirit Oil**—**Lucky Planet Oil**—**King Solomon Oil**—**Ten Commandment Oil**—**Power Oil**—**Compelling Oil**—**Concentration Oil**—**Etc.** How to make **Love Powders**, **Potions** and **Philtres**—**Fruit Love Powder**—How Incense is used—**Attraction Incense**—**Compelling Incense**—How to make and use **Success Incense**—How to make **Talismans for Luck, Love, Gambling and Business**—How **Orris Root** was believed to attract the opposite sex—How to use **High John the Conqueror**—How to use **Low John the Conqueror**—How to use **Adam and Eve Root**—How to make and use **Herb Baths**—Rules for making metallic **Talismans**. These and many other alleged facts and formulas mentioned in this book too numerous to mention in this small space. We assume no responsibility for claims and statements made by the author but simply give his version. We offer as an interesting book without the recommendation that the reader follow formulas, etc., to bring about any alleged supernatural influences to accomplish certain desires.

**VAN VAN INCENSE SAMPLE** given **FREE** of extra cost with each Book when ordered by number given below.

Order by No. B-702A **\$1.00**  
Price for BOOK and INCENSE Only

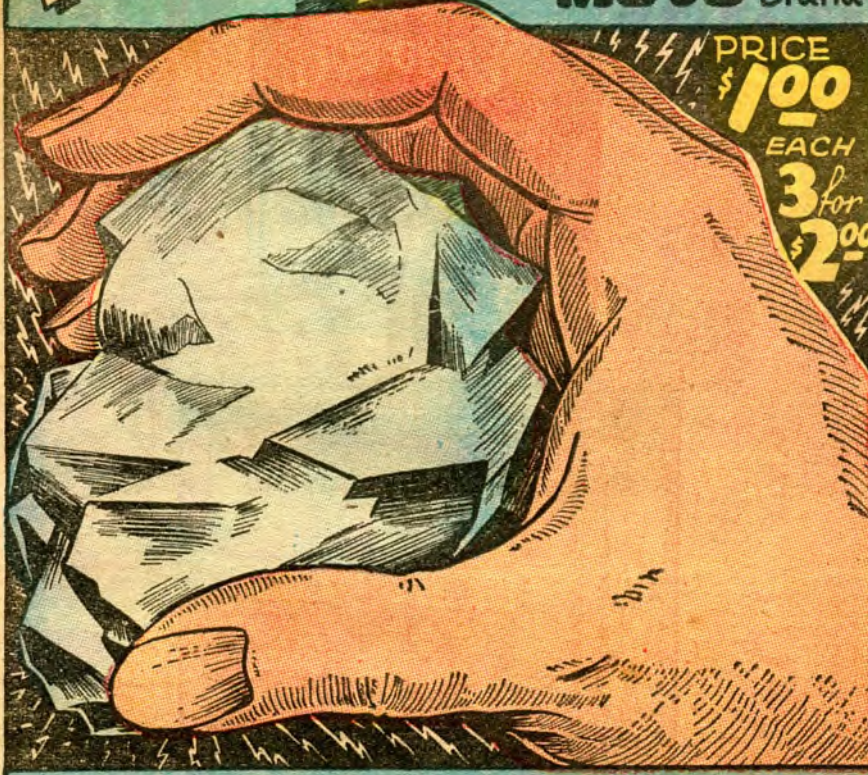


Magnetic

# WHITE

# LODESTONE

GENUINE  
**MO-JO** Brand



PRICE  
**\$1.00**  
EACH  
**3 for \$2.00**

## ALIVE WITH MAGNETISM

A **LODESTONE** has been held in High Regard by the Ancient Romans, Chinese, Mohammedans, and other people, as a **Powerful Amulet** and **GOOD LUCK** Charm; probably because the **Magnetic Influence** of this Stone was supposed to **ATTRACT Power, Favors, and Gifts**. It is said that the Ancient Romans believed that Lodestone kept Husband and Wife faithful, and made their **Love** secure. We make no claims to this effect, or that the **LODESTONE** is **LUCKY**. We have taken the **Genuine Lodestone**, specially prepared it, and called it **WHITE LODESTONE**. Two pieces of Specially Prepared **WHITE LODESTONE** for \$1.00.

Order by No. A-208B

Price Each . . . . .

3 for \$2.00

# \$1.00

**HOW TO ORDER** Just write Catalog Number, How Many, and Price. No Need to write a long letter. The company pays postage when you send full amount of money with order. If you want your order **C.O.D.** you pay Postman Amount of order plus few cents postage when he delivers your package. On **C.O.D.** orders for over \$3.00 send 50c deposit. Write your name and address plainly.



**GET this COMBINATION for \$1.10**

**LUCKY  
MO-JO**

BRAND

*Alleged*  
**GOOD  
LUCK  
PERFUME**



**LUCKY  
MO-JO**

BRAND

**HIGH  
QUALITY  
INCENSE  
POWDERS**



Both men and women have used perfumes seeking to **Bring GOOD LUCK in Love and Attract Attention and Gain Favors** from the opposite sex. However, we make no claims to this effect but sell only as a good perfume.

**Burn Lucky MO-JO Incense** three times a week. The sweetness will linger for days. Many people **BURN INCENSE to BRING LUCK** with superstitious belief such as **BURNING INCENSE to DRIVE AWAY EVIL and ENEMIES, BRING MONEY and SUCCESS.** We make no claims to this effect, and sell only as a very **STRONGLY PERFUMED** Incense.

No. A-203 Alleged Good Luck Perfume..... 60c

No. A-201 Lucky MO-JO Brand Incense..... 50c

No. A-201-203 Both Incense and Perfume..... \$1.10



**AGENTS WANTED — Write King Novelty Co.**

**2451 S. MICHIGAN AVENUE**

**CHICAGO 16, ILL., U. S. A.**



# VAN VAN

**HIGHLY  
PERFUMED  
OIL**

*and*  
**INCENSE  
POWDERS**



**60¢**



**50¢**

## VAN VAN OIL

Conjure Men, Spiritu-  
ualists and Voodoos,  
It is said, have had  
**Great Faith** in a so-  
called **VAN VAN OIL**.  
Many thousands of  
folks believe in the teachings of these  
alleged Savants. They believe that the  
sprinkling of certain kinds of **Oil** around  
their Home or anointing their **Body**  
with the **Oil** would produce **LUCK** or  
Drive Away Evil. They also sprinkle  
the **Oil** on the door step and put it on  
their clothes. We make no claims that  
this **Oil** will Bring Luck or Drive Away  
Evil and sell only as a compound made  
of certain oils which we list under the  
brand name **VAN VAN Oil** and sell to  
our customers as a **Curio**.

## VAN-VAN OIL

Order No. A-202A ....

**60c**

## VAN VAN INCENSE

Burn this Incense Every Day. Keep  
your Home Smelling Sweet. This In-  
cense gives off a Wonderful Fragrance.

## Van Van Incense

Order No. A-201A ....

**50c**

**COMBINATION  
OFFER all 3 for \$1.29**

- 1 Van Van Oil.....60c
- 1 Van Van Incense.....50c
- 1 Hi-John the Conqueror Root...50c

Total Value \$1.60

Order by No. A-585

All For. **\$1.05**



## C.O.D. ORDERS

If you don't have money handy, just make your Order  
for \$1.00 or more and ask us to send **C.O.D.** Pay Post-  
man amount of Order plus few cents postage when he delivers your package.

Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**



# LODESTONE BRAND JOHN the CONQUEROR BRAND

## INCENSE



### LODESTONE

given in every box. It is well known that Incense has been burned since the dawn of time. A LODESTONE has been carried by many People to bring Good Luck, Success and Winnings. We, however, make no such claims to this effect and sell LODESTONE Brand INCENSE only on its Merits that it is the Highest Quality INCENSE

that we know how to make. Enjoy its sweet, perfumed fragrance. Send 50c for a box NOW. Take this tip. Save Money and receive a Genuine piece of Magnetic LODESTONE FREE of extra cost. This is one of the BIGGEST BARGAINS in our Catalog. You really receive a \$1.00 really for 50c.

A-201AC Only ..... **50c**  
3 for \$1.25

### ROOT IN EVERY BOX

JOHN THE CONQUEROR ROOT packed in every box. Here is one of our newest boxes of INCENSE. A great creation is this JOHN THE CONQUEROR Brand INCENSE with a GENUINE ROOT FREE of extra charge in every box. Keep your home smelling sweet. Burn a little Incense every morning and night. You should just Love the sweet smelling, long lasting, perfumed fragrance of this High Grade INCENSE POWDER. Get Incense and ROOT FREE of extra cost. Order NOW.

A-201AB Only. . . . **50c**  
3 for \$1.25



### ROOT FREE

OF ANY EXTRA COST  
IN EACH BOX  
**ORDER NOW**

**LODESTONE FREE**  
OF ANY EXTRA COST  
IN EACH BOX  
**BIG BARGAIN**

### LUCKY

## alleged MO-JO LODESTONE PERFUME

PRICE \$1.20



Lodestone in Every Bottle. Buy yourself a bottle of Lucky Mo-Jo Brand Lodestone Perfume. Surround yourself with the Sweet Thrilling fragrance of this perfume. Men and women both can use this Wonderful Perfume. Smell attractive to the opposite sex. **Get a LODESTONE FREE of Extra Charge with each bottle.** No. A-203B Price With Tax **\$1.20**

## HIGH JOHN the CONQUEROR PERFUME

PRICE \$1.20



Certain Hoo-Do Doctors have recommended the HIGH JOHN the CONQUEROR ROOT to conjure LUCK in any MATTER. **LOVE.** We make no claims that the JOHN the CONQUEROR ROOT will do this. However for those who wish it as a Curio we have placed this ROOT in every bottle of Perfume. No. A-203C **\$1.20**

**BOTH for \$2.00**

**C.O.D. ORDERS** If you don't have money handy, just make your Order for \$1.00 or more and ask us to send C.O.D. Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, ILL., U.S.A.**



# SPECIAL OFFER No. K-2

# TWO LODESTONES AND LODESTONE POWDER



**GET THIS PAIR** A book that tells all about Mascots and Alleged Good Luck Charms mentions that during the middle ages the **LODESTONE** was worn in rings because it was believed to have the **POWER of Winning** and **Holding Love**. It was also stated in this book that in the East, the **LODESTONE** is much worn as a **Charm to Protect from Spirits of Evil**. In India, it is said to give Health and Strength to its wearer in addition to **SAFE-GUARDING** him from the **EVIL EYE**.

**MANY** of our customers like to buy a **PAIR of MAGNETIC LODESTONES**. We make no claims that these **TWO LODESTONES** would bring **LUCK** or Drive Away Evil and sell only as a Curio.

## SAVE MONEY—MAIL COUPON NOW

If you wish to buy this **DOUBLE LODESTONE** Curio, we will also furnish you with a box of **MO-JO Brand LODESTONE POWDER**. If you bought all 3 separately it would cost you more than \$1.00. **You save money** when you use **COUPON** below. Just fill in your name and address and **Mail Today**.

## MAIL COUPON *and* PAY POSTMAN WHEN HE DELIVERS

**KING NOVELTY CO., 2451 So. Michigan Ave., Chicago, Ill., U. S. A.** Coupon No. K-2  
Please send me at once this **SPECIAL OFFER No. K-2. TWO LODESTONES and MO-JO POWDER.**

- ☐ Check Here if you want C.O.D. and will pay postman \$1.00 plus postage.  
☐ Check Here if you are enclosing \$1.00.

**NAME** ..... **ADDRESS** .....

**CITY** ..... **STATE** ..... **BOX** ..... **R.F.D.** .....

**SAVE MONEY,** Send \$1.00 with Coupon and company pays postage. If you wish to pay when package is delivered have money handy check C.O.D. on coupon and you pay postman \$1.00 plus postage charges.  
Coupon No. K-2

# SPECIAL OFFER NO. K-3

## LOVERS' SECRETS OUTFIT



ALL 4 \$1.10



### How to Make LOVE

#### The Mystery of Love Making Explained

Most everyone wants **LOVE**. Are you missing a **Happy Life**? Can you hold the **Love** of your husband, wife or friend? Can you captivate, fascinate, **WIN** and **HOLD** the one you **Love**?

These two books tell you how to act—What to say—what to do—**How to Win a girl's or man's consent**—How to improve your beauty. A Bottle of alleged **GOOD LUCK Perfume** and one genuine **HI-JOHN the CONQUEROR ROOT** also included. We assume no responsibility for claims made by the authors of books but simply give their version. Price for **All 4** if bought separately would amount to \$1.70. Use **COUPON** below and **SAVE MONEY**. Get **ALL 4** for only \$1.10, including tax.

**SEND NO MONEY PAY POSTMAN ON ARRIVAL**

Coupon No. K-3

**KING NOVELTY COMPANY, 2451 S. Michigan Ave., Chicago 16, Ill., U. S. A.**

Dear Company:

Please send me at once in plain wrapper this **SPECIAL OFFER No. K-3 Lovers' Secrets Outfit \$1.70 Regular Value for only \$1.10.**

- ☐ Check here if you are enclosing \$1.10, and Company pays postage.  
☐ Check here if you want package C.O.D. for \$1.10 plus postage.

Name.....Address.....

City.....State.....Box.....R.F.D.....

**Save Money.** Send \$1.10 with **COUPON** and company Pays Postage. If you choose to pay when package is delivered check **C.O.D.** on **Coupon** and pay Postman \$1.10 plus postage charges.



# Alleged **GOOD LUCK** Sachet POWDERS



Order By No. V-300 Price . **.60c**  
Including Tax



**ATTRACT DAY AND NIGHT  
KEEPS YOU SMELLING  
SWEET AND ALLURING**

Rub Sachet Lovely Powder on your body. Give yourself a chance to **WIN IN LOVE** by keeping your person fragrantly perfumed with these wonderful, sweet smelling Sachet Powders. You'll be pleased with the delightful fragrance of these **Powders**.

**CARRY SOME IN A SMALL BAG  
AROUND YOUR NECK**

Place a little in a bag and tie around neck or rub it on your body each morning. **KEEPS YOU SWEET ALL DAY.**

Surrounds you with a delightful perfume. Sprinkle in your dresser drawer to keep clothes smelling sweet. While some people may believe that these powders have brought them **GOOD LUCK** we do not make these claims but sell only as a delightful, fragrant Sachet Powder.



**ATTRACT  
ATTENTION BY  
SMELLING  
SWEET**

## **LUCKY MO-JO BRAND 7-11 HOLY TYPE OIL**

One of the many commands, which Moses received from the Lord on his return from the Land of Captivity, were those of erecting the altar of Incense and Compounding the **HOLY OIL** and Perfume. In Exodus XXX, it reads as follows: "And thou shalt make it an Oil of **HOLY** ointment, an ointment compound after the art of the apothecary; it shall be an **HOLY Anointing Oil**." This Oil served to anoint the Tabernacle, the Ark of Testimony, the Altar of Burnt Offerings, the Altar of Incense, the Candlesticks, and all the Sacred Vessels. The Ceremony was confined to the High Priest, and was performed by pouring Oil on the head in sufficient quantity to run down on the beard and the skirts of the garments. This **Holy Type Anointing OIL** is an attempt on our part to produce a product that reproduces to the best of our knowledge the odor of the **HOLY Anointing OIL** mentioned in the Bible. We believe that we have improved on the vehicle that carries the essences so that it will be more pleasant and easier to use. It is believed by some superstitious folks that rubbing or sprinkling **OIL** on their clothes or Money would bring **LUCK** in various undertakings. However, we make no claims that this article is **Holy** or **Lucky** and have given it the name of **HOLY Type Oil** as a trade name. If you try our **LUCKY Mo-Jo 7-11 Brand HOLY Type OIL**, we hope you will be rep

**KEEPS YOUR  
MONEY  
SMELLING  
SWEET**



Order By No. A-202 Price, including Tax **60c**

**AGENTS WANTED — Write King Novelty Co.**  
2451 S. MICHIGAN AVENUE CHICAGO 16, ILL., U. S. A.



# JOHN the CONQUEROR FLOOR WASH

Enjoy a Happy Home Life. **CLEAN AWAY** foul, bad odors in the house. Wash Floors, Scrub Woodwork, and clean Doorsteps. Get into corners of rooms, closets, and dark places. This Highly Perfumed **JOHN THE CONQUEROR Brand FLOOR WASH** helps the room smell Sweet and Pleasant. Folks should love to visit you and should want to stay in your house often. Men like the odor of Good Perfume, too, and should be glad to stay home and enjoy it. Wash away the mess and invite Folks to stay. **JOHN THE CONQUEROR Brand FLOOR WASH** really does the work of making a home Sweet smelling.

Order by No. A-205

Price Only ..... **50c**

PRICE  
**50c**



## MO-JO Brand *Alleged* LUCKY CURIO BOX



**BOTH**  
for **\$1.39**

So-called Conjure Doctors have made what they call **HANDS**. Drawing Luck, Getting Jobs, Winning. These so-called **HANDS** often consisted of a Red Flannel Bag in which **ROOTS** and **LODESTONES** were placed. We have prepared this **MO-JO Brand CURIO BOX** which contains the following: Magnetic Lodestone, High John the Conqueror Root, Two Adam and Eve Roots, One Vial Van Van Brand Oil, and Red Flannel Bag. We make no claims that these articles have any Supernatural value, as Job Getters, Luck Bringers, or for Driving Away Evil, and sell only as an interesting Curio.

Order by No. A-500

Price Only ..... **\$1.00**

3 for \$2.00—1 Doz. for \$6.00

**SAVE MONEY**

Get Both 1 Bottle of **JOHN The CONQUEROR FLOOR WASH**, Value 50c and a **CURIO BOX**, **\$1.39**  
value \$1.00, for **ONLY \$1.39**. Just Order Both and Send.....



# Alleged **LUCKY MO-JO** Brand

## Perfumed **ROOM SPRAY**

## Perfumed **CRYSTAL SPRINKLING SALTS**

**DRIVE OUT EVIL, BAD SMELLING ODORS—Very Easy to Use—**Just sprinkle a little in the corners of rooms, closets, under chairs, behind doors, under bed, in dresser drawers, etc. The Crystals do the work from now on. Little by little the Wonderful, Glorious, Romantic Fragrance is slowly given off and evaporated into the air of room. Day in and Day out, for several weeks, the Crystals give off this Wonderful Perfume. Keep your Home Sweet smelling and Attractive to Visitors. Order yours NOW.

No. A-278  
Price only..... **50c**

**3 For  
\$1.35**



### GET RID OF BAD ODORS—EASY TO USE

Do you want Folks to come to your house and stay with you? Do you wish to rent out your rooms? Do you wish to keep your Husband staying home? Many Times women folks find the men running off. Maybe the House was not kept Sweet. Don't take a chance with foul, evil smelling messes around. **ATTRACT and HOLD** your Company at home—A Sweet smelling House should help do it. Wash away **BAD Stuff** around the House. **EASY TO USE.** Just pour few drops in scrub water and **Wash Floors, Corners of Rooms, Closets, Walks, and Steps.** Spray in Toilets, on Beds, Furniture, Curtains, and Walls. Use when Washing Clothes. **Get a Bottle immediately.**

No. A-231

Price only..... **50c**

**3 For \$1.35**

## SAVE MONEY

Buy **ALL 4 BOXES OF INCENSE** shown on this page for **ONLY \$2.00.** You save 75c. Order Each by Number and send **\$2.00 for ALL.**



# SLICK BLACK

REG. U.S. PAT. OFF.

LARGE CAN

**COLORS GRAY HAIR  
BLACK IN 2 MINUTES**

**TEMPORARILY  
STRAIGHTENS  
DRESSES and IMPARTS  
BLACK COLOR  
TO THE HAIR**



**FOR  
MEN  
AND  
WOMEN**

**LOOK 10 TO 20 YEARS YOUNGER**

Don't worry any longer about **GRAY HAIR** that makes you look old or lose out in love, Romance or a good job. All you have to do is order a box of **SLICK-BLACK**. It is a **NEW**, most amazing **DISCOVERY** that makes your hair **STRAIGHTER** looking and imparts a **JET BLACK COLOR** to your **HAIR** at the same time. Take years off your appearance. **At Sixty, Look Forty. At Forty, look Twenty.** Just follow the directions on the box and impart **JET BLACK** color to Gray Hair so that you will look years younger. Don't be without **SLICK-BLACK** another minute. Mail 60c for your **SLICK-BLACK** or send \$1.20 for Two Boxes. Send cash, stamps or post office money order. We do not send one box C.O.D. Get **SLICK-BLACK** today! Order by No. V-91. Price, including Tax.....

**2 Boxes \$1.20**

**60c**

**USE THIS CAP WITH  
SLICK BLACK**

**ONLY  
50¢**



**AFTER  
USING  
PRESSING CAP**

**SLICK BLACK  
HAIR  
PRESSING  
CAP**

**TRAIN YOUR HAIR**

The **SECRET** is out! Here's the way to keep your Hair **STRAIGHTER** looking. Just apply **SLICK-BLACK**—Brush and Comb your Hair in place and put on this wonderful **SLICK BLACK HAIR PRESSING CAP**. Have Your Hair Look **STRAIGHTER**. Use Cap while Dressing or Sleeping. While asleep your hair stays smooth and in place and n... low will not get soiled. **MEN and WOMEN** both should use it. Order today.

**Order by No. V-100**

**Price only**

**50c**

**SLICK-BLACK  
GRAY HAIR  
TREATMENT**



**GET  
BOTH  
for \$1.10**

Order this combination. Keep your Hair looking Black, Slick and Straighter looking.

**1 Can SLICK BLACK... \$ .68  
1 SLICK-BLACK Pressing Cap .50**

**Order by No. \$1.10  
V91A.....**

**SEND ALL  
ORDERS TO**

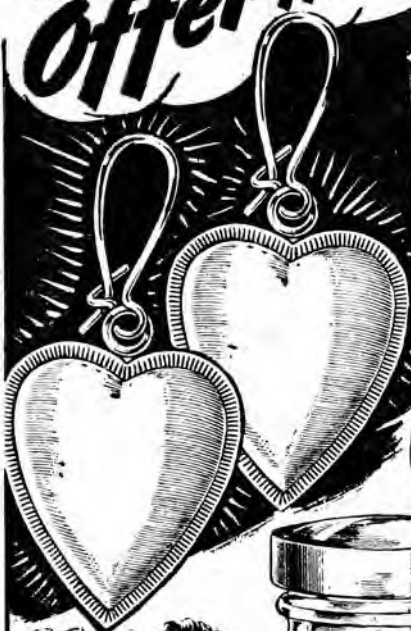
**KING NOVELTY CO.**

**2451 S. MICHIGAN AVE.  
CHICAGO 16, ILL., U.S.A.**



# Special Offer No. K-4

# FOLLOW ME BOY PERFUME EARRINGS and SACHET POWDER Outfit



**This  
BOOK  
Included**



Look at these pretty **Follow Me Boy** Earrings, **Follow Me Boy** Perfume, **Follow Me Boy** Sachet Powder, and **Love, Courtship and Marriage** Book. **Do you want to attract your lover? Do you want to keep your husband and sweetheart near you?** Keep yourself well perfumed with this wonderful perfume and Sachet Powder and read this book entitled "Love Courtship and Marriage" and wear the pretty earrings. We make no claims that these goods are guaranteed to draw your lover to you but we feel sure the **Perfume** and **Sachet powder** will make you smell much sweeter and the **Earrings** should look very attractive dangling from your ears. The book is very interesting to read. Price for all these goods only **\$2.30** including tax. **Send Coupon Today.**

## SEND NO MONEY MAIL THIS COUPON NOW

King Novelty Co., 2451 S. Michigan Ave., Chicago 16, Ill.

Please send in plain wrapper this **Special Offer No. K-4** consisting of: **Follow Me Boy Perfume**, **Follow Me Boy Sachet Powder**, **Heart Shaped Earrings**, and **Book**.

- ☐ Check here if you are enclosing \$2.30, and Company pays postage.
- ☐ Check here if you want package C.O.D. and pay postman \$2.30 plus postage on arrival.

Name.....  
Address..... Box..... R.F.D.....  
City..... State.....

## PAY POSTMAN ON ARRIVAL

# MADAM JONES Beauty Helps

**MADAM JONES**



## FACE POWDER

**Glorified Appearance of Your Skin**

Madam Jones Face Powder is a thrilling delight. It's positively amazing how it takes on your skin and makes your complexion appear softer.

**Smoother and Brighter.**

**MADE FOR YOUR TYPE OF SKIN**

While suited to all types of complexions, Madam Jones Face Powder is particularly well suited for tan and dark types of beauty. Downy-soft and will not easily blow off. So begin now to enjoy the Velvety Soft, Smooth, Brighter appearance that Men Admire. Order a box of Madam Jones Face Powder today.

**FLESH • HIGH TAN • NUT BROWN • BRUNETTE • DARK PINK • DARK BROWN**

**No. E-704**  
**Price Each 60c**  
**3 For \$1.20**

## MADAM JONES HOT OIL TREATMENT

Two faults that cause bad looking **HAIR** are dryness and breaking-off ends. The first thing to do to correct this condition is to apply **Madam Jones Hot Oil Treatment** to your **HAIR**. You will be **POSITIVELY** surprised to see the big difference these treatments will make in the appearance of your **HAIR**.

**FOR MEN AND WOMEN**



**Bad-looking, dry, brittle unruly Hair** may often be the cause of losing out in Love, Romance and Popularity. **So take a tip!** Enjoy the thrill of new **Hair Beauty** by giving your **Hair** this **Hot Oil Treatment** regularly in the privacy of your own home and out beauty shop and barber expense.

**Order No. E-701**  
**Price with Tax \$1.25**  
**3 For \$2.40**

## MADAM JONES VANISHING CREAM

**TAKE THIS BEAUTY TIP!** It's so easy to have a soft, smooth feeling **SKIN** if you know how—and here's where you learn. Just get yourself a jar of this wonderful **Madam Jones Vanishing Cream**. Rub gently on your skin. Help keep your skin appearance sweet and lovely to behold. Helps give your complexion the smoothness of satin.

**Order by No. E-702. Price Incl. Tax...**  
**3 Jars For Only \$1.20**



**60c**

## MADAM JONES LEMON FRAGRANCE CLEANSING CREAM



**Lemon Fragrance Cleansing** drive dust and dirt out of pores.  
**Order by No. E-703. Price Incl. tax...**  
**3 Jars For Only \$1.20**

**Your Skin Must Be Clean To Be Beautiful**

You can't have lovely skin if you let it go dirty underneath. Clean your skin every morning and night. This wonderful Cream helps.

**60c**



**Jones BODY SWEET Deodorant.** Checks Perspiration and BODY Odor.  
**No. E-707**  
**Price With Tax...**  
**60c**

## MADAM JONES BODY SWEET PRESSING OIL

Men and women who are particular about their personal appearance never take chances of losing out on account of **BODY ODOR**. Take this advice, and get a jar of **Madam**

**Press your HAIR temporarily STRAIGHTER.** Use **Madam Jones Pressing Oil** and **IRON** your **HAIR** Smooth and Beautiful. Order yours today!

**Order by No. E-709**  
**Price With Tax...**  
**3 For \$1.20**



**60c**

Send All Orders to — **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U. S. A.**



# MADAM HAIR

# JONES GLORY

**DO YOU CRAVE SILKY, BEAUTIFUL HAIR—**and who does not?—lose no time in keeping your Hair in **Good Condition.** Madam Jones **HAIR GLORY** helps to Soften and Smooth during application, Short, Harsh, Stubby, Stiff and Kinky Hair. Adds new lively appearance and gloss to faded, dead looking hair. Before you know it you should be able to dress your hair in attractive fashion which should improve your appearance and win the admiration of your friends and loved ones. Remember, your hair is your crowning glory. So make yourself happy looking by sporting beautiful looking hair.

**JUST LOOK AT THAT HAIR**



## FREE OF EXTRA SPECIAL COST TREATING OIL

With every package of Madam Jones Hair Glory  
**FREE OF EXTRA COST.**

Order by No. V-173

Price Including Tax Only.....

**1.20**

**3 for \$2.40**



## MADAM JONES FACE TREATMENT

### Enjoy Lighter Looking Skin

Help your Skin to New Beauty. Madam Jones Bleach Ointment tends to Lighten and Bleach **TOO DARK** Muddy Skin. Many Men just love to see a woman with **Beautiful**

**Clear Light Skin.** Why not help yourself to New Happiness with a Prettier Looking Complexion? Apply Madam Jones' Bleach Cream to your skin for a few nights and watch for results. Guaranteed to satisfy in 7 days or Money back. **You cannot lose!** Special Inducement to each customer who orders now. One bar of Madam Jones' White Wonder Beauty Soap given to you without extra charge. Mail your order NOW and get Extra Soap with Madam Jones' Bleach Ointment. **CAUTION:** Use only according to directions on jar.

No. V-174—Ointment and Soap—Both Only **60c**  
Three for Only \$1.75

**SPECIAL OFFER—SAVE \$2.95** Buy 2 Madam Jones Hair Glory \$2.40; 1 Madam Jones Bleach Cream 60c; 1 large Bottle Madam Jones Treating Oil \$1.20; Total Value for all \$4.20. White Wonder Soap Free of Extra Charge. Order by No. C148. Price for all including tax only.....**\$2.95**



**CONCENTRATED FULL  
Strength**

**HIGHEST  
QUALITY**

**PERF**

*famous* **PERF**

**VERY S  
100% PER**



**KEEPS YOU SMELLING  
SWEET WHEN YOUR  
LOVER IS NEAR....**

Here's a new way to  
**Famous PERFUME OIL**  
as **STRONG** as ordinary p  
are real **PERFUME OIL**. Th  
Concentrated and have never  
luted with alcohol. That's why  
is all you need. These **OILS** are **S**  
and **Longer Lasting** than any o  
yourself smelling Sweet and Lovely.  
**Oils on COUPON** Below. Men and  
them. Order your **OILS** Now. Giv  
Price, 60c each, including Tax.

**SAVE MONEY**



**FULL  
STRENGTH**

**OIL  
OF LOVE  
PERFUME**

A new tantalizing fragrance  
that's got what it takes to  
help you become more **Allur-**  
ing to the one you love. The  
strong, loud odor surrounds  
you like a veil of mystic  
beauty and fills the air with  
a passionate allure that  
helps incite Love and Ro-  
mance. So don't pass up this  
wonderful opportunity to en-  
joy the **Thrills and Happi-**  
ness of deep Love. Order a  
bottle today and see how  
irresistible you appear to be-  
come to the one you love.  
No. V-269  
Price with Tax..... **\$1.20**



**SWEET  
LASTING**

**LUCKY SWEETHEART**

The girl who attracts the man  
she loves and keeps him close  
to her is a mighty **Lucky**  
**Sweetheart**. Sweet-smelling,  
long-lasting **LUCKY SWEET-**  
**HEART PERFUME** helps  
create just the right entranc-  
ing atmosphere to invite Ro-  
mance and Love. So why  
take chances of losing out  
when it is so easy to appear  
more captivating to your  
sweetheart. Take this wise  
tip. Order a bottle of **LUCKY**  
**SWEETHEART PERFUME**  
and help yourself to be re-  
garded as a **Lucky Sweetheart**.  
No. V-258  
Price with Tax..... **60c**



**LO  
ROM**

**LOVIN' MAMA PERFUME**

It is said the way to win your  
man and hold him is to be a  
**Lovin' Mama**. Men are at-  
tracted more quickly to wom-  
en who smell sweet and be-  
witching. **LOVIN' MAMA**  
**PERFUME** is an exotic Span-  
ish type Perfume that lingers  
about you like a fascinating  
dream. That's why it is so  
popular with girls and women  
who want to draw their loved  
ones to them. So don't wait  
any longer. Order a bottle  
**NOW** and help yourself in  
Love and Romance.  
No. V-225  
Price with Tax..... **60c**



# UMES SWEET SMELLING FUME OILS

Each 60c  
3 for \$1.20

LONG  
LASTING  
Fragrance

## STRONG FUME OIL

use Perfume. These  
5 are 8 to 16 times  
arfume because they  
y are **Full Strength**,  
een weakened or di-  
ust a very tiny drop  
**STRONGER, Sweeter**  
nary perfume. Keep  
Order these **Perfume**  
women both can use  
Odor when Ordering.

der 3 Different Oils  
d Get 3 for Price of 2

## CHOOSE YOUR FAVORITE SCENT

PRICE INCLUDES TAX

JICKEY ..... 1 dram 60c  
NARCISSUS ... 1 dram 60c  
LAVENDER ... 1 dram 60c  
WHITE ROSE 1 dram 60c  
LILAC ..... 1 dram 60c  
LILY of the  
VALLEY ..... 1 dram 60c  
ORANGE  
BLOSSOM ... 1 dram 60c

VIOLET ..... 1 dram 60c  
TRUE LOVE ... 1 dram 60c  
KISS ME  
AGAIN ..... 1 dram 60c  
HONEY  
SUCKLE ... 1 dram 60c  
LUCKY SEVEN 1 dram 60c  
SWEET PEA 1 dram 60c  
JASMIN ..... 1 dram 60c

OILS—60c Each—3 for \$1.20

VELY  
ANTIC



### LOVE ME TONIGHT

Do you crave to have your husband or sweetheart be more attentive and affectionate? Do you desire to be loved and caressed in an atmosphere of Love and Romance? Then give yourself and your loved one a real treat by getting a bottle of **LOVE ME TONIGHT PERFUME**. This strong, entrancing perfume seems to cast a spell of loving charm about you that often helps you to be more desired by your lover.  
No. V-253  
Price with Tax ..... \$1.20

EXCITING  
THRILLING



### KISS ME NOW PERFUME

Here is a new intoxicating fragrance that should make you seem more teasing and tantalizing to your loved one. **KISS ME NOW PERFUME** seems to surround you with an air of enchanting mystery that your sweetheart should find hard to resist. So order a bottle of **KISS ME NOW PERFUME** today. Put a few drops on your clothes or person and see the difference it makes when you are in the arms of the one you love. So don't delay! Order yours.  
No. V-254  
Price with Tax ..... 60c

LONG  
LASTING



### JICKEY PERFUME

We regard this high-grade, strong, sweet-smelling aroma as the aristocrat of perfumes. **VALMOR JICKEY PERFUME** is a big favorite among society people and particular folks. So why waste money on cheap perfumes that do not last, when you can get this strong, loud, long-lasting fragrance that should surround you with heavenly sweetness. Order a bottle today. Use it before going out.  
No. V-200  
Price with Tax ..... \$1.20



# SWEET GEORGIA BROWN

**SWEET GEORGIA BROWN**

**Wonderful  
FACE POWDER**

**HAVE BRIGHT LOOKING SKIN**

The best way to Brighten the appearance of your Skin is to use **Sweet Georgia Brown FACE POWDER**. It works almost like magic and makes skin appear **BRIGHTER**. **BRIGHTEN** the appearance of your **SKIN**. This Powder takes to Your Skin and makes your Complexion appear softer, smoother and **BRIGHTER** looking. Very highly perfumed. Women and girls of the tan and dark types of beauty should insist on **SWEET GEORGIA BROWN Face Powder** because it is made to beautify their complexion. Give Shade when you order.

No. V-40  
Price with  
Tax

**60c**



**BEAUTY GUIDE—  
CHOOSE YOUR  
SHADE**

**Aristocratic Brown**

**High-Tan**

**Nut Brown**

**Dark Brown**

**Sun Tan**

**Flesh Brunette**

**Sweet Georgia Brown VANISHING CREAM**

**ALWAYS USE BEFORE POWDERING**

**VANISHING CREAM** acts as a foundation for face powder to cling to. Face Powder will stick better and not blow off easily. Your Skin takes on a Softer, **BRIGHTER** appearance. Put a little **SWEET GEORGIA BROWN Wonderful Vanishing Cream** on your Face, Neck, Arms and Hands. It disappears on the skin. This Cream is Not Oily or Greasy and is wonderful to use to make the complexion look **BRIGHTER**. Help your **BEAUTY**. Order **SWEET GEORGIA BROWN Vanishing Cream NOW**. Buy it together with Face Powder.

**Order By No. V-1**

**Price with Tax.....60c**



**Order Both and Use Powder and Cream together to Get Best Results. Price  
for BOTH Including Tax \$1.20**



**SWEET GEORGIA  
BROWN**

**HAIR DRESSING**



**FOR MEN  
AND WOMEN  
Keep your Hair  
Looking Good**

**New Hair Beauty Now Attracts. Use SWEET GEORGIA BROWN Hair Dressing.** Rough, coarse, unruly Hair needs to be treated and dressed in place. Just put on SWEET GEORGIA BROWN Hair Dressing, then comb and brush the Hair in place. Temporarily **Straighten** wild Hair and make it look more Attractive. Beautiful Well Dressed Hair helps win in Love and Business. Use only SWEET GEORGIA BROWN. You pay 60c, but it is worth it because it does the work. Do not accept cheaper substitutes. **Men** use it with Brush and Comb. **Ladies** can use with or without Hot Comb. Directions on can.

**Temporarily  
STRAIGHTENS  
HAIR  
LARGE  
BEAUTIFUL  
CAN**

**No. V-70  
Price  
Incl. Tax 60c  
3 for \$1.65**

**Sweet Georgia  
Brown**

**HAIR TREATMENT OUTFIT**



**SWEET  
GEORGIA  
BROWN  
SPECIAL  
OFFER  
SAVE 50c**

1 Sweet Georgia Brown Hair Dressing Pomade \$ .50  
1 Sweet Georgia Brown Hair Treating Oil . . . . . 68  
1 Sweet Georgia Brown Pressing Oil . . . . . 42  
1 Sweet Georgia Brown Hair Helping Soap . . . . . 25

**Total Price incl. tax . \$1.87  
You pay only \$1.37**

**FREE of Extra Charge:**  
Sweet Georgia Brown Hair Treatment Directions.

**Order No. C-149  
Price Including Tax \$1.37**

# AGENTS WANTED !

## MAKE *Big* MONEY SELLING

Here's Your Big Chance To Make Quick Money —  
**BE AGENT for Sweet Georgia Brown Hair  
Dressing, Bleach Cream, 300 Products. It's Easy!**

### FREE !

OF EXTRA COST . . .  
ACCORDING TO PLAN



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Just fill in coupon below and mail it today for **FREE SAMPLE** of Sweet Georgia Brown, **FREE Beautiful Big Catalog** of Beauty Products, and **Special Sample Case Offer** to **AGENTS**. Don't wait. Mail the **COUPON NOW!**

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# BEAUTY TREATMENT

## Sweet Georgia Brown SKIN BLEACH CREAM

### HAVE LIGHTER LOOKING SKIN

Is a **TOO DARK** looking **SKIN** making you feel sad and worried? Are you being neglected by those who Love you because of your complexion? Use **SWEET GEORGIA BROWN Skin Bleach Cream** to help Your Skin Look Prettier and more Attractive. Order a Jar NOW.

**BEAUTIFUL JAR**

**No. V-3** ..... Price with Tax **60c**

**LOOK AT  
HER PRETTY  
LOOKING  
SKIN**



### HAVE THE SKIN MEN LOVE

Many Men are **ATTRACTED TO LIGHTER LOOKING SKIN** like Needles to a Horse-shoe Magnet. Help your skin to look prettier. Order a jar of Sweet Georgia Brown Skin Bleach Cream today. Just put it on and go to sleep. **CAUTION:** Use only according to directions on jar.

## Sweet Georgia Brown LEMON CLEANSING CREAM

### KNOW THE JOY OF A LIGHTER APPEARING COMPLEXION

**YOUR SKIN** should be cleaned with **Lemon Cleansing Cream**. Clean your Skin every morning and evening. Keep your Skin appearing **CLEAN** and **BRIGHT**.

#### Day and Night Treatment

**MORNING**—Apply Cream after washing face. Remove with soft cloth. Next put on Sweet Georgia Brown Vanishing Cream and Face Powder.

**NIGHT**—Do not wash face. Put on Cream and wipe away. Off comes Dirt and Dust. Apply again and allow to Stay on All Night.

**FANCY JAR — No. V-2**

**PRICE WITH TAX. .... ONLY 60c**



**Order Both Sweet Georgia Brown Creams Now.** Use according to directions on jar.  
Order Lemon Cleansing and Skin Bleach Cream. Send \$1.20 including tax for both.  
We pay postage if you send money. On COD orders you pay \$1.20 plus postage.



# Essence of

# BEND OVER



Here is a strange name, but evidently this **ESSENCE OF BEND-OVER** has been well known, because it mentions in a Book that tells about the paraphernalia of Conjure that **ESSENCE OF BEND-OVER** has been **USED TO RULE AND HAVE YOUR WAY**. From this we assume that people who are anxious of having their own wishes or desires brought about have used **ESSENCE OF BEND-OVER**. We do not sell for this purpose and make no claims that it will bring about any Supernatural occurrences. If you desire **ESSENCE OF BEND-OVER** as a Curio, you may use it to keep your Home smelling Sweet and Pleasant, **Sprinkle on Your Clothes or Money, Rub on Your Body, Arms, Neck, Chest or Behind Ears** to keep a delightfully fragrant, Enticing aroma about your person. Also sprinkle in your Bath. Put a few drops on your Pillow before going to sleep at night. Order yours Today by the name and number.

**ESSENCE OF BEND-OVER**

ALL 3  
ON THIS  
PAGE  
\$2.40

No. A-412  
Price with  
Tax, .....

**\$1.20**

3 Bottles for \$2.40 or  
All 3 on this page \$2.40

## FAST SCRUBBING

A Book that tells about Conjure mentions the following: **FAST Scrubbing Essence** a mixture of 13 oils. It mentions that this **FAST Scrubbing Essence** has been burned with Incense for Fish Fry **LUCK**, Business Success, and we assume that this mixture has been used for any sort, or all kinds of **LUCK** Purposes, such as, Winning in **LOVE, GAMES, MONEY MATTERS**, etc. We make no claims that this **FAST SCRUBBING ESSENCE** should be used, or it would be valuable for bringing about **LUCK**. We do, however, make it from 13 Essences, as near as possible to Formula given in Book. Use for sprinkling in Scrub Water.

Order by No. A-409  
Price, Including Tax, .....

**\$1.20**

3 For \$2.40 or All 3 on This Page \$2.40



## Essence



Use for sprinkling  
in scrub water

## 3 JACKS and a KING Perfume

### STRONG, VERY GOOD; LASTING FRAGRANCE

It is mentioned in a Book that Perfume of this name has been used to bring **LUCK to Gamblers**. We, of course, make no claims to this effect and sell only as a very Excellent Perfume that can be used by both Men, as well as Women. Put a little on your handkerchief, clothes, before going out, and create about you a Refreshing, Delightful, Attractive Fragrance. Order yourself a Bottle of **3 JACKS** and a **KING Perfume**.

Order by No. A-203P .. **\$1.20**

Price Including Tax  
3 For \$2.40 or All 3 Bottles on This Page for \$2.40



**HOW TO ORDER** Just write Catalog Number, How Many, and Price. No Need to write a long letter. The company pays postage when you send full amount of money with order. If you want your order **C.O.D.** you pay Postman Amount of order plus few cents postage when he delivers your package. On **C.O.D.** orders for over \$3.00 send 50c deposit. Write your name and address plainly.





# AUNT SALLY'S LUCKY DREAM INCENSE

25¢ Each  
6 BOXES  
for \$1.25

## SWEET STRONG PERFUME

It is **SWEET** and **STRONG**. Just take a little of Aunt Sally's and put in incense burner. Enjoy the Sweet Fragrance that rises. Keep your house smelling sweet and Attractive to yourself and Friends. Don't take chances with foul evil smelling odors. For Sweet Fragrance **BURN AUNT SALLY'S**

**INCENSE**. Many people like a **NUMBER** packed in box of incense. Therefore, we have put a **NUMBER** in every box. We make no claims that this **NUMBER** is **LUCKY** or of any value. Order yours today **NOW!**

**25c**

6 for \$1.25

## LUCKY CAT Brand

### INCENSE POWDERS

Do you want to be thrilled? Use a **NEW INCENSE** different from anything offered you before. Order this **LUCKY CAT Brand Incense Powders**. It is made from the finest Incense Ingredients and it is perfumed **POWERFULLY STRONG**. You perhaps already know that the Bible says Burn Incense. Read Exodus XXX. We sell this as **POWERFULLY STRONG** Perfumed Incense. Use it every day to keep your home smelling sweet and attractive.

Order by No. A-201N Price only..... **\$1.00**



### MASTER KEY INCENSE POWDERS

**MASTER KEY Brand INCENSE** contains genuine Olibanum which we believe to be the same as the **FRANKINCENSE** mentioned in the Bible. This **MASTER KEY Incense** also contains other ingredients. The perfume that fills your home should be the answer to your desire for a new thrill. It is **POWERFULLY STRONG**. No. A-201D **\$1.00** Price Only.



## JINK-O Brand INCENSE

History tells us Incense has been used as a demonifuge to Drive away Evil Spirits. Even though we know it to be a fact that many people have burned incense to drive away Evil or Bring Good Luck, we do not claim this for **JINK-O Brand INCENSE**. Hand-made, **LARGE SIZE CONES**, 4 inches Tall, and will burn for one hour or longer. Only necessary to **BURN** one **LARGE CONE** a day to keep your home sweet.

**BIG SELLER** Order by No. A-201W Price Only..... **50c**

3 for \$1.25

**ORDER BOTH** Lucky Mo-Jo Room Spray and Sprinkling Salts and give your Home a Complete Treatment. Enjoy a Sweet Smelling Home that is Attractive to Yourself and Friends.



# GENUINE FRANK INCENSE COMPOUND

50¢



## THE BIBLE SAYS "BURN INCENSE!"

You can even read in the Bible in Exodus XXX-1: "Thou Should make an altar to burn incense on." Incense has been burned in many forms of Worship. History tells us Incense has been used as a Demonifuge to Drive Away Evil Spirits, and by many people because they have believed that it would bring **GOOD LUCK**. We make no claims to this effect and sell this Incense only as a specially prepared **FRANK-INCENSE Compound**.

### INCENSE BURNED WITH RECITAL OF PSALMS

MANY of our customers like to Burn this **FRANK-INCENSE Compound** and offer Prayer at the same time. Some of our customers have burned this Incense and read at different times Psalm 4, 8, 10 and 26, or if you wish to use this method of Praying and at the same time **Burn FRANK-INCENSE**, you may read any Psalm that you wish or cite any Prayer that you should Desire. Even though it is well known that some people like to **Burn Incense** and **Offer a Prayer**, we make no claims that reciting of any of the Psalms or the Burning of Incense or that Prayer will produce any supernatural effect or be of any value. We sell this **FRANK-INCENSE Compound** only as a fine Incense.

No. A-201K—Frank-Incense

Price Only.....

50c

3 Boxes for \$1.25

5 Boxes for \$2.00

**FREE**  
OF EXTRA COST  
**PRAYER**  
WITH  
EACH  
PACKAGE



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**PERFUME**  
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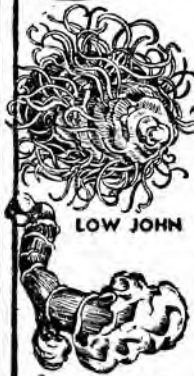
# SPECIAL OFFER No. K-6



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**FLOOR WASH**  
WITH 3  
**JOHN ROOTS**

HIGH JOHN



LOW JOHN

LITTLE JOHN

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Here's a real BARGAIN. These may be just the **ROOTS** you have always wanted to Carry with You as a Curio. **HIGH JOHN THE CONQUEROR ROOT** has been esteemed by Voodoo's and Conjure Men as a **POWERFUL LUCK PIECE**. **SOUTHERN JOHN THE CONQUEROR ROOT** and **LITTLE JOHN ROOT** have also been used by some people for the purpose of bringing **GOOD LUCK** and **DRIVING AWAY BAD LUCK**. We do not sell these **ROOTS** to you for that purpose and make no claims that they would in any way bring **LUCK**. If you wish to buy these 3 **ROOTS** as Curios, we will give you a full size 50c Bottle of John the Conqueror Floor Wash **FREE** of extra charge.

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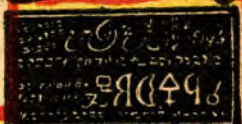


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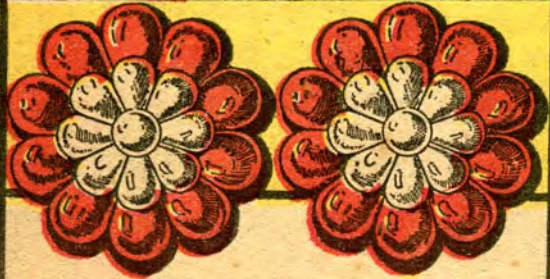
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Learn to tell Fortunes by cards. If you do, people may come to you and have their Fortunes told. In this book the author attempts to teach you **HOW**. It contains information on such subjects as: "What the Individual Cards Signify," "What the Cards Can Tell of the Past, Present, and the Future," "Your Fortune in Twenty-one Cards," "Important Questions." We take no responsibility for any claims made by the author in or concerning this book but simply give the author's version. **Use Coupon to Order.**

**SAVE MONEY—ORDER BOTH BOOK AND CARDS**

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- ☐ Madam Sigma Fortune Telling Cards ..... \$1.00
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- ☐ C.O.D. plus postage. ☐ Money enclosed.

NAME ..... ADDRESS .....

CITY ..... STATE ..... BOX ..... R.F.D. ....

**BOTH . . . .  
BOOK & CARDS  
ONLY \$1.35**

# ARE YOU LONELY AND BLUE?



**ALL for \$1.10**

Then we suggest to you—read this Book entitled **HOW TO MAKE LOVE**. It tells about the Great Secret of Wooing and Winning... How to Begin Courting... How to get over Bashfulness... To Win a Girl's or Man's Consent and Hundreds of other things of importance to Lovers.

We also offer you with this outfit, 1 Bottle of Alleged **Good Luck Perfume** and 1 Jar of Sachet Lovely Powders. The **Perfume and Powders** should help you smell sweet and more attractive when in the presence of your Lover or Sweetheart. We make no claims that the Book or Perfume or Sachet Lovely Powders will bring you Love and we assume no responsibility for claims made by the Author of How to Make Love Book. These 3 articles whenb ought separately would be \$1.50 but you can get **ALL** in this outfit now for \$1.15 including tax.

No. A-579 All Including Tax **\$1.15** BIG SELLER

**HER SWEET PERFUME ATTRACTS HIM**



## Hep Cat PERFUME



If you want to be No. 1 on the hep parade and have the wolf-bait go guy-gooney over you, lose no time in getting a bottle of **HEP CAT PERFUME**. It surrounds you with a sweet-smelling heavenly fragrance that's plenty potent and out of this world. Just put a few drops of **HEP CAT PERFUME** on your handkerchief, clothes, lips or behind your ears before stepping out, and you'll be right on the buttered side with your good-time Charlie. So get on the gravy train. Order a bottle of **HEP CAT PERFUME** today and do some solid sending right on the beam.

No. V-257 Price with tax **\$1.20**



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# BIG HAND BRAND

## CURIO OUTFIT



### VOO-DOO and so-called HOO-DOO

And **CONJURE DOCTORS** have made what they call **HANDS**. These are often sold for as High as \$5.00 or \$25.00. Some folks want such things for the purpose of Drawing Luck, Getting Jobs, Winning in Love, Bringing back their Sweetheart who has gone off with someone else, Winning in Gambling Games of Cards, Dice, Policy, or almost anything else that was wanted. These so-called **HANDS** often consisted of a **Red Flannel Bag** in which **Roots** and **Lodestones** were placed. This Outfit consists of a **BIG HAND Brand Curio Bag**, filled with **Lodestone**, High **John the Conqueror Root**, **Salep Root** that looks like a **HAND**, Bottle of **Van Van Brand Oil** and **Devil's Shoe Strings**. We make no claims that these articles are Lucky or of any value as Job Getters, or **LUCK Bringers**, or that they possess any supernatural or extraordinary **Power** and sell only as **Curios**. If you want these \$3.00 worth of **Curios** for only \$1.49, **Order Now** by No. A-530A.

VALUED AT  
~~\$3.00~~  
You Pay Only  
**\$1.49**

Order by No.  
A-530A—Price  
for All—Only

**\$1.49**

**C.O.D. ORDERS** If you don't have money handy, just make your Order for \$1.00 or more and ask us to send **C.O.D.** Pay Postman amount of Order plus few cents postage when he delivers your package. Send all orders to **KING NOVELTY CO., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.**



**All for \$1.50**

**LOT for Your MONEY**

**\$2.50 VALUE ALL FOR \$1.50**

It is well known that many people believe in **LUCK**. Some like to carry **Lodestones** and **Roots** around their person and believe in their efficacy as a **Charm** in **Drawing Luck** in **Love, Money Matters, Jobs, Gambling Games of Chance**. We have accumulated in this Outfit certain articles which have been believed in to be **Lucky**, but we make no claims that this is so. For people interested, we sell only as a **Curio**. This **Special BLACK CAT Curio Outfit**, is valued at \$2.50, if you bought each article separately, but if you order all at once, we will send you all for only \$1.50. This **OUTFIT** contains full size Bottle of our **VAN-VAN OIL**, extra special hand picked fine quality **HIGH JOHN THE CONQUEROR ROOT**, **GENUINE MAGNETIC LODESTONE** and **POWDERS** in **RED FLANNEL BAG**. Order yours **NOW**.

**ORDER NOW**

Order by No. A-534A  
Send Only **\$1.50**

*Special*  
**BLACK CAT**  
**CURIO and**  
**LODESTONE**  
**POWDERS**

**THIS OUTFIT CONSISTS OF:**

- 1 Magnetic Lodestone.....50c
- 1 John the Conqueror Root.....50c
- 1 Black Cat Curio Charm.....50c
- 1 Lodestone Powder.....50c
- 1 Van Van Brand Oil.....50c

Total Value.....\$2.50  
Order Now at Our Bargain Price  
No. A-534A  
Only **\$1.50**

**\$2.50 VALUE for \$1.50**



**C.O.D. ORDERS**

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# Special Big **LODESTONE** Outfit

**MO-JO**  
BRAND

\$5.00  
VALUE  
for only  
**\$2.98**

Order by  
No. A-503.  
Special  
Price,  
ONLY **\$2.98**

For folks interested in possessing this assortment of Goods, we have prepared this **LODESTONE OUTFIT**. We make no claims that it will be **LUCKY**, or have any supernatural Value. We sell only as a Curio. Send your Order Now for this **BIG BARGAIN**.

We Will  
Send C.O.D.  
Just Pay Post-  
man when he de-  
livers Package.

Many a Hoo-Dee Man has received big sums of Money for selling folks **Lodestone**, **Red Flannel Bags**, **Rabbit's Foot**, **High John the Conqueror Root**, **Southern John the Conqueror Root**, **Snake Root**, **Devil's Shoe String**, etc. A book written on the subject of Folk Beliefs states that articles like this and others were wrapped in **Red Flannel Bags**, and the Conjure man said, "Should be always carried with you." Such combinations were often called **Tricks or Hands**. Many believed that these brought **GOOD LUCK**, Drove out **Evil Spirits**, Helped in **Love**. We make no claims to this effect and sell only as a Curio

## THIS OUTFIT CONTAINS:

- 1 High John the Conqueror Root . . . \$0.50
- 2 Extra Quality, Genuine Magnetic Lodestones . . . \$1.00
- 1 Package Devil's Shoe String . . . . . .50
- 1 Southern John the Conqueror Root . . . .50
- 1 Package Snake Root . . .50
- 1 Rabbit's Foot, Mounted . . . . .50
- 1 Lucky Mo-Jo Incense . .50
- 1 Lucky Number Dream Book . . . . . \$1.00

Total Value . . . . . \$5.00

Order By No. A-503

**EXTRA Red Flannel Bag ALL FOR \$2.98**

# FREE VAN VAN BRAND OIL

OF EXTRA CHARGE

with **LODESTONE**  
and **HIGH JOHN the CONQUEROR ROOT**

**HIGH JOHN THE CONQUEROR ROOT and LODESTONE** have been used by many people, both in the past and in the present, for the purpose of **Drawing LUCK** such as to Bring in the Winnings in Games, or to Bring Luck in Money Matters or Luck in Love and Romance. Even though it is true that the Carrying of a **LODESTONE** and **HI-JOHN ROOT** has been considered **Lucky**, we make no claims like this and sell it only for people who desire it as a Curio.

**BUY LODESTONE and HI-JOHN - GET VAN Brand OIL FREE of Extra Cost.** Get in on this **SPECIAL OFFER** while it lasts. **\$1.50** if bought separately. **All Now \$1.00.** No. A-568 **ALL Price \$1.00**

ORDER BY NUMBER A-568

# AGENTS WANTED — Write King Novelty Co.

2451 S. MICHIGAN AVENUE

CHICAGO 16, ILL., U. S. A.

# SPECIAL SUPER DUPER OFFER NO. K-7 INCENSE & CANDLE OUTFIT



## CONTENTS OF THIS OUTFIT

- |                                    |        |
|------------------------------------|--------|
| 1 Lucky Mojo Incense               | \$ .50 |
| 1 Frank Incense Compound           | \$ .50 |
| 1 Lodestone Incense                | \$ .50 |
| 7 Keys to Power Incense            | \$ .50 |
| 1 Jink-O Incense                   | \$ .50 |
| 1 Gobo Number Candle               | \$ .50 |
| 1 Legend of Incense Book           | \$1.00 |
| 1 Southern John the Conqueror Root | \$ .50 |
| 2 Black Cat Candles                | \$ .50 |

Total Value \$5.00

This special offer of 5 of our leading brands of Incense together with Legends of Incense book and candles is one of the **Biggest Bargains** we have ever offered. **Burn a different Brand of Incense every night, Legends of Incense Book** gives you information about **Incense, Herbs and Oils**. Special Number comes with Candle. Hold paper over candle and Number is Lucky or of any value and sell only for amusement. We assume no responsibility for claims made by author of Book, Legends of Incense Herb & Oil Magic. Here is an opportunity to buy this **Super Duper Incense and Candle outfit** at special reduced price. Total catalog value \$5.00. You pay only \$2.98 for all. You save more than \$2.00 when you use the **Coupon** below. Save money, send for this outfit now.

**SEND NO MONEY-PAY POSTMAN \$2.98 WHEN HE DELIVERS**

King Novelty Co., 2451 S. Michigan Ave., Chicago 16, Ill., U. S. A.

No. K-7

Please send me at once in plain wrapper the **Special Offer No. K-7 Super Duper Incense and Candle Outfit**. **Regular Value \$5.00 for only \$2.98.**

☐ Check here if you want package C.O.D. for \$2.98 plus postage.

☐ Check here if you are enclosing \$2.98. Company to pay postage.

Name.....Address.....

City.....State.....Box.....R.F.D.....

Note: If money is sent with this coupon company pays postage.

**MAIL THIS COUPON NOW!**



# NEW INCENSE POWDERS

*With that SWEET SMELLING AROMA*

**BLACK HERMAN**

The **7 KEYS TO POWER**

**LOVERS' SECRETS**



A truly fitting Incense to burn while delving into the Revelations of the Great Black Herman. This different smelling incense is the favorite of many folks who like to have a strange fascinating odor about their rooms as they ponder over the teachings of the Great Black Herman, claimed to be the greatest Race Magician. So Hurry, Order a box today.

Order by  
No. A-261AJ  
Price only..... **50c**  
\$ For \$1.00

A Powerful strong smelling Incense that is just the thing to burn while communing with the thoughts offered in that Famous Book "The 7 Keys to Power" by Lewis De Claremont. We believe you will be pleased by the entralling atmosphere this unusual incense tends to create. Get a box and see for yourself.

Order by  
No. A-261AH  
Price only..... **50c**  
\$ For \$1.00

A strong-sweet-smelling Incense that fills the air with an intoxicating-like fragrance. Favored by many who desire to surround themselves with a romantic atmosphere and appear more attractive to the opposite sex. Order a box today and try it the next time you entertain at home. We believe you will be delighted with its lovely fragrance.

Order by  
No. A-261AD  
Each..... **50c**  
\$ For \$1.00



The **GREAT DIVINE**

**LUCKY HIT**



Many people feel they were born under a Lucky Star. They like to burn this highly perfumed incense as they sit in the window and meditate about the Stars and what fate has in store for them.

Order by  
No. A-261AG  
Price only..... **50c**  
\$ For \$1.00

The Great Divine Brand Incense Powder is often used by many folks just before retiring, as they believe they will have dreams of Good Fortune, Luck in Love and Money matters, etc., which may prove revealing to them. We make no claim that the Great Divine Brand Incense Powder will produce any supernatural effect or be of any value, but offer it as a fine grade of Incense that possesses a strong aromatic odor.

Order by  
No. A-261AF  
Price only..... **50c**  
\$ For \$1.00

We think you'll be mighty pleased with the strange powerful aroma of Lucky Hit Brand Incense. We don't believe you've ever smelled anything quite like it. Try it and be surprised.

Order by  
No. A-261AL  
Price only..... **50c**  
\$ For \$1.00

Send All Orders to—King Novelty Co., 2451 S. Michigan Ave., Chicago 16, ILL., U. S. A.

# Alleged ROOT DOCTOR'S HAND

All for \$1.00

\$1.00 BUYS ALL THIS

A HAND made by an old-time Conjure Man consisted of One piece of Sampson Snake Root and a piece of "Devil's Shoe String."

This was first wrapped in Black Cloth folded always toward the maker and then incased in a Red Flannel Bag. The Conjure man said it should be wet with Whiskey or Camphor at regular intervals and carried with you. It was stated such a Bag brings things to you and twine-like roots of "Devil's Shoe Strings" ties them close and folding of the cover towards you insures you GOOD LUCK in Gambling. We make no such claims for these goods or that they have any supernatural or extraordinary Power and do not sell for that purpose. We sell only as Curios. This Out-ent of Curios consists of Sampson Snake Root, "Devil's Shoe String," Mag-  
netic Lodestone, HI-JOHN the Conqueror Root, One Witch's Dream Book, Yellow Brimstone and Red Flannel Bag. Total value if bought separately, \$3.75. Now only \$1.00.

No. A-529  
ALL..... \$1.00



## Alleged HOO-DOO BAG

HOO-DOO Men and CONJURE Doctors have been in the practice of making Charms, HOO-DOO bags, etc., for the purpose of ATTRACTING Good Luck and driving away Evil influences. Almost anything that came to the imagination of the Conjure Man that may symbolize Peace, Happiness or Strife, were used in the fabrication of these Charms. We have prepared as a Curio a Red Flannel, alleged HOO-DOO BAG containing Five Finger Grass, Lodestone, Myrrh, John the Conqueror Root, and in addition we give you at no extra charge, Aunt Sally's Policy Player's Dream Book, Aunt Sally's Incense and the Rabbit's Foot. We make no claims that these articles are Lucky or that

they will drive away Evil but sell only as a Curio. Neither are we responsible for claims made by author of Aunt Sally's Dream Book. The Total Value if goods were purchased separately would be \$3.99; you can get ALL for Only \$1.49. Send no money. Mail your Order, pay Postman \$1.49 plus a few cents postage.

Order No. A-533.

\$1.49

## C.O.D. ORDERS

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# NEW SACHET POWDERS



USE these Sachet Powders and keep yourself smelling Sweet when your Lover is near you. Men and Women both use these Lovely Sachet Powders. Take this

wise tip. Order 1 jar or all of these wonderful Sachet Powders and help yourself to keep sweet, attractive and lovely, especially when you wish to be successful in Love and Romance. Order by name and No. given below.

- |   |     |
|---|-----|
| No. V-307 Lucky Sweetheart alleged Good Luck Sachet Powder..... | 60c |
| No. V-308 Valmor Jickey Sachet Powder.....                      | 60c |
| No. V-309 Love Me Always Sachet Powder.....                     | 60c |
| No. V-309A Hug and Kiss Me Sachet Powder.....                   | 60c |
| No. V-309B Follow Me Boy Sachet Powder.....                     | 60c |
| Each as listed above for 60c.                                   |     |

Any 3 for \$1.20, All 5 for only \$1.80  
Above Prices Include Tax

King Novelty Co., 2451 S. Michigan Ave., Chicago 16, Ill., U.S.A.